



Information and Communication Technologies in Tourism 2010: Proceedings of the International Conference in Lugano, Switzerland, February 10- 12, 2010

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The papers in this volume address advances in mobile tourism services, online destination marketing, GPS-based tracking of tourist behaviors, decision support tools, website design and evaluation, online travel distribution, ICT adoption in tourism and hospitality businesses, virtual experiences, online information search, Web 2.0, social media marketing, and the role of ICTs in sustainable tourism development. The volume shows a high diversity in disciplinary approaches and methodologies used to explore the intersection of tourism and technology. Thus, the included papers would be of interest to readers with varying backgrounds.

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